NC AHEC RECRUIT TRAIN RETAIN Copyright Guidelines for NC AHEC Presentations

The following copyright considerations and requirements apply to educational activities provided for non-profit educational institutions. It is the speaker/instructor's responsibility to obtain appropriate permissions, licenses, or approvals required for any copyrighted graphic, text, or video used in a presentation conducted for any regional AHEC.

What is Copyright?

Copyright, as defined by the U.S. Copyright Office, is a type of intellectual property that protects original works of authorship as soon as an author fixes the work in a tangible form of expression.

Important Points to Remember

- Assume all images are copyright protected.
- Hyperlink to videos or articles rather than provide a copy. Written permission must be obtained to copy, embed or distribute the work to more than one person.
- The source of published material, images, and anything else must be cited – either on the slides or on a reference slide at the end of the presentation. Include author, journal title or website, and year of publication or date last accessed. Permission to use copyright protected material is still required.
- "Fair Use" of copyrighted material applies to classroom education. There are different standards for material posted on a webpage (such as handouts) or recorded/enduring material (webinars or online courses). For more information on "Fair Use", go to https://www.copyright.gov/help/faq/faq-fairuse.html.
- Written copyright permission is required for recorded or posted material and must indicate specific permission to use the material in a recording, website, or handout.
- Statutory fines for copyright violations can range from $750 to $150,000 per infraction or per audience member.

Use of Artificial Intelligence

- *Content Creation*: It is at the Speaker's discretion to use Artificial Intelligence (AI) tools to assist in the development of presentation materials, including but not limited to generating text, creating visual aids, and designing slides. Please note that copyright protection is currently not available for new works created using AI.
- *Originality and Quality*: The Speaker ensures that all AI-generated content meets the highest standards of accuracy, originality, and quality. Any material produced using AI must be reviewed and verified by the Speaker for correctness and relevance to the topic.
- *Copyright Compliance*: The Speaker is responsible for obtaining copyright permission for all copyrighted material submitted into a generative AI tool for use in the Speaker's presentation or materials. The Speaker will verify that any images, text, or other content submitted into AI tools are original, properly licensed, or fall under fair use.
- *Disclosure*: The Speaker agrees to disclose any use of AI in the creation of presentation materials and cite content accordingly.

Where to find *Copyright Free* Images

Always read the *Terms of Use* or the *User License Agreement* prior to using images and include attribution with the image (or on a labeled list of references at the end of the presentation). Some suggested sites include:

- Creative Commons – https://search.creativecommons.org/
- Google Images - https://images.google.com...select *Tools, Usage Rights, and Creative Commons licenses*.
- Pexels – https://www.pexels.com
- Pixabay – https://pixabay.com
- Public Health Image Library (PHIL) – https://phil.cdc.gov/
- Unsplash – https://unsplash.com/

What is protected by Copyright?

Images, Logos, Memes, GIFs, Clip Art, Emojis, Cartoons, Graphic Designs, Maps
Journal Articles (including Tables, Charts, Graphs, etc.)
Websites (and any content within a website); Movies, Videos, Video Games, Music
TV, News Clips, Podcasts, Radio Broadcasts. Books & Magazines

What is Fair Use?

Fair use allows *limited* portions of copyright-protected works to be used in certain circumstances. Examples are:

Criticism or Comment	News Reporting
Face-to-Face Teaching Activities	Scholarship & Research Reports

Four Factors to Consider When Determining if Fair Use Applies

- Purpose and character of the use
- Nature of the copyrighted work (factual or creative, published or unpublished)
- Amount of the work being used or whether the portion used represents the heart of the work
- Effect on the market or on the work's value